

# SELLING

July 2010 Vol. 11, No. 1

# points

MONTHLY RETAILER NEWSLETTER

# CAMARO®

## Play It to Drive It!



18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.

**IN THIS ISSUE: Cash Bonanza Bonus  
Second-Chance Drawing Date Announced.**

 South Carolina  
Education  
Lottery®



Dear Lottery Retailers:

July is an exciting time for the Lottery and its retailers. Not only is the Lottery having fun with great summer promotions, but also each year at the beginning of July, the South Carolina General Assembly's appropriations for the new fiscal year take effect to support diverse educational programs for students of all ages across our state.

The majority of these funds support various scholarships and grant opportunities for students attending in-state institutions of higher learning in S.C. Consider how many families are comforted to know that their children will have the financial support of lottery-funded scholarships in the upcoming academic year!

Your school district also benefits from lottery appropriations. Lottery proceeds were used to purchase approximately 450 school buses from FY 2002-03 through FY 2005-06 and are currently supporting enhancement programs in the subjects of reading, math, science and social studies in grades K-12.

Don't forget your county library! Every county in South Carolina has received lottery funding to support their library systems from FY 2002-03 through FY 2004-05, and FY 2006-07 through FY 2007-08. These libraries help provide entertainment options, learning opportunities and local pride for all South Carolinians.

The next time you ask your customers if they would like to purchase a Camaro® ticket or play Mega Millions®, please remember all the educational opportunities supported by your lottery sales. Thank you for your hard work and dedication that help provide the education dollars appropriated by the General Assembly. Keep up your great efforts and have a happy Summer!



Sincerely,  
**Paula Harper Bethea**  
Executive Director  
South Carolina Education Lottery

*If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.*

## Welcome to Selling Points

**Selling Points** is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

### Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the SCEL piece called "Odds of Our Games."

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

### Contact Information

**Ticket Orders:** 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)  
**Stolen/Missing/Extra Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819 (8:30 a.m. to 5 p.m.)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)

Please Play Responsibly! [www.PlayResponsiblySC.com](http://www.PlayResponsiblySC.com)



### RETAILER SPOTLIGHT

## COASTAL PETRO

Myrtle Beach, SC

By Monique Burgess, Coastal MSR

Since October 2006, the folks at **Coastal Petro** in **Myrtle Beach** have done all the right things: asking for the sale; updating jackpot signs; keeping the dispenser full; and displaying tickets correctly. The location has done everything a retailer should do to promote the Lottery.

Harry Patel, the owner, always has a positive attitude toward the Lottery and has made it his business to do whatever it takes to keep his players happy.

You never walk into his store and find a dispenser that is not full. Patel and his staff are quick to fill any slot that may become empty. Their philosophy is "an empty slot is not good for anyone." This line of thinking has paid off for the location and certainly keeps its loyal players coming back.

Friendly customer service is always a must at **Coastal Petro**. Exceptional customer service is evident in the way Patel and his staff are eager to participate in lottery promotions. **Coastal Petro** goes above and beyond by purchasing tickets to use as prizes as part of



Owner Harry Patel (far left) is pictured with the staff at Coastal Petro.

the location's own second-chance drawings. This is just one example of how Patel wants his lottery business to succeed and his customers to be happy.

The staff at **Coastal Petro** knows what their players like, and they work with the Lottery's sales team to schedule promotions at the location. Players appreciate Patel thinking of them, and they always look forward to a wheel spin at his store!

### Selling Points

*"Harry Patel, the owner, always has a positive attitude toward the Lottery and has made it his business to do whatever it takes to keep his players happy."*

-Monique Burgess



**Food Lion #631** in **Rock Hill** had a \$10,000 Powerball® winner. Pictured are Customer Service Associate Jennifer Towery and Store Manager Eric Kimbrell. The location always keeps their jackpot signs updated with the correct amounts.



Manager Shirley Vaughn and Sue Manley represent **Breakers #18** in **Greenville**. The location sold a Palmetto Cash 5 winning ticket worth \$100,000.



**Sonny's #1** in **Summerville** had a \$200,000 Emerald Green 7's winner. Staff was super excited to display the winner's poster. Pictured are Angel Drayton, Kia Brown, Liz Rosell and Lee Tuper.



# SUMMER MYSTERY SHOPPER RETAILER INCENTIVE PROGRAM

You could qualify for an entry to win a \$100 gift card in each of three monthly, regional drawings to be held in July, August and September! Each drawing will award a \$100 gift card to each of the 200 winners drawn in each region. A statewide total of 600 winners will be awarded gift cards each month - that's \$60,000 in gift cards awarded per month!

**INCENTIVE DETAILS:**  
If your store meets the incentive criteria as evaluated by your Lottery Sales Representative or other SCEL-designated staff, you will be eligible for an entry in the next monthly drawing.

Any retailer who meets the criteria will be given a special postcard that must be mailed to enter the monthly, regional drawings. The postcard will be given to the person(s) responsible for the incentive criteria being met in the Mystery Shopper Program at the qualifying store.

Entry postcards must be received by the entry deadline to be included in that month's drawing. Any entries received after the entry deadline will carry over to the next monthly draw, except for the last draw deadline. Entries received after September 10, 2010, will be disqualified. Entries must include complete and legible information to qualify.

Each month, 200 winners will be drawn in each regional office (Blythewood, Greenville, and Mt. Pleasant), for a total of 600 winners. Each individual winner will receive a gift card for \$100 and can only win one time in each monthly draw. For the three monthly drawings, a total of \$180,000 in gift cards will be awarded.

**Incentive Period: Monday, June 21, 2010 through Friday, September 10, 2010**

<b>Monthly Drawing Entry Deadline:</b>	<b>Drawing During the Week of:</b>
Friday, July 16	July 19
Friday, August 13	August 16
Friday, September 10	September 13

## Criteria for Summer 2010 Mystery Shopper Retailer Incentive Program

- ☐ Powerball® and Mega Millions® jackpot displays must show the current, correct jackpot amount for each game.
- ☐ Ticket dispensers must have a game displayed in every slot.
- ☐ Retailers must have the \$5 Ric Flair™ Woowoooo!™ (#398) and \$5 Camaro® (#404) games in the dispenser. Each game must be in a selling slot as long as the game is available.
- ☐ Tickets must be forward facing and upright.
- ☐ Retailers must display front tickets upright in the front flap, not with the pack lying flat.
- ☐ Retailers must have at least one exterior sign to identify location as a lottery retailer. In a restricted signage area, a prominent window sign must be visible from outside the store.
- ☐ Retailers must prominently display the Camaro® 2-sided window sign. It must be visible from inside and outside the store.
- ☐ The Top Prizes Remaining Terminal Report must be displayed and current. The Lottery Instant Game Ticket Information and Odds of Our Games signs must be posted at or near the point of purchase. Oversized instant ticket information must be displayed at the lottery play station or other prominent location.

# THE CAMARO® TICKET & PROMOTION LAUNCH IN JULY



The 2010 Chevrolet® Camaro® 1SS™ is shown. Based on availability of the 2010 model, a 2011 Chevrolet® Camaro® 1SS™ may be substituted. For more information on entry deadlines and official rules, visit [sceducationlottery.com](http://sceducationlottery.com) or call 1-866-736-9819. *Chevrolet, Camaro, the Chevrolet Bowtie and the related vehicle body designs are General Motors Trademarks used under license to MDI Entertainment.*

C A M A R O ®

Play It to Drive It!



By Holli Armstrong, Publications Copywriter

In the summertime, there's nothing quite like an unplanned day trip in a fast car. The Lottery is fueling this notion with the **Chevrolet® Camaro® Second-Chance Promotion.**

**The Ticket:** Launching Tuesday, July 6, the Camaro® instant ticket is your players' ticket to ride. Players can INSTANTLY win a Chevrolet® Camaro® 1SS™ or prizes up to \$100,000!

**To play:** Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown for that number. Get a "BILL" symbol and win the prize shown automatically. Get a "KEY" symbol and win ALL 15 PRIZES!

**Second-Chance Promotion:** Encourage players to enter their non-winning Camaro® tickets in the **Chevrolet® Camaro® Second-Chance Promotion.** Players can enter by mail at the address on the back of the ticket or at [sceducationlottery.com](http://sceducationlottery.com) for a chance to win a Chevrolet® Camaro® 1SS™, an officially licensed Chevrolet® Camaro® Prize Pack or \$100,000.

**DRAWING 1: 438 Prize Packs**  
(Entry deadline: Fri., Aug. 13 & Draw date: Wed., Aug. 18)

**DRAWING 2: 438 Prize Packs**  
(Entry deadline: Fri., Sept. 10 & Draw date: Wed., Sept. 15)

**DRAWING 3:** The final drawing will be conducted no sooner than 30 days after the last day to sell Camaro® instant tickets. **Drawing 3 will select one (1) Camaro® winner and one (1) \$100,000 winner.**

If players have questions, be sure to direct them to your play station stocked with Camaro® brochures or to the Lottery's website, [sceducationlottery.com](http://sceducationlottery.com).

The **Chevrolet® Camaro® Second-Chance Promotion** is a great opportunity for you to attract new players and to retain the interest of regular players. Ask customers if they would like to try a Camaro® ticket, and remind them if they don't win, they can still enter the second-chance drawing.



Retailer Alert

Keep security video equipment in working order. Maintain a camera angled on the lottery ticket dispenser and terminal at all times.

If you are found to have violated the Lottery Act or a regulation, policy, or procedure of SCEL, you are prohibited by law from being licensed again as a retailer until 10 YEARS after the violation. This prohibition also applies to revocations due to non-sufficient funds.

Retailers, please place all terminal paper in a secure location, away from the general public. It should NOT be stored inside the play stations.

Holiday CLOSINGS

JULY:  
**Monday, July 5, 2010:** SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Monday, July 5, 2010. Tickets must be ordered by 5:00 p.m. on Thursday, July 1, 2010, for delivery on Friday, July 2, 2010. Tickets ordered by 5:00 p.m. on Friday, July 2, 2010, will be delivered on Tuesday, July 6, 2010. Drawings will be held as scheduled.



Pictured left to right are Kevin Wood, Catrina Wood and Raj Saggi.

\$1 MILLION TICKET SPURS SALES

The staff at **Raceway #6754** in **Boiling Springs** was all smiles after discovering their location sold South Carolina's first \$1 MILLION winning Mega Millions® ticket. The retailer earned a \$10,000 commission!

The "WE SOLD" winner's poster has found a home in the store's front window, and customers have taken notice. The location's lottery sales have picked up since selling the \$1 MILLION winning ticket. Mega Millions® is becoming a player favorite.

Located just off the interstate, **Raceway #6754** does an outstanding job creating a welcoming atmosphere. According to MSR Jodie Smith, you won't find customers waiting at the counter for service. The staff is "Johnny on the Spot," ready and willing to assist players.



CASH BONANZA BONUS UPDATE

There's no need to tell you the **Cash Bonanza Bonus** ticket has been extremely popular. With a last day to sell of Wednesday, July 14, your players may soon be asking, "What happened to **Cash Bonanza Bonus**?" Thank them for playing, and remind them the second-chance drawing is just around the corner.

Your players have been entering in record numbers. As of this printing, more than 722,251 entries have been received.

A date for the final drawing to award 100 prizes of \$1,000, 5 prizes of \$50,000, and 1 prize of \$1 MILLION has been set. The drawing will take place Wednesday, August 25. The deadline to enter is Wednesday, August 18. Once results are verified, players will be able to visit [sceducationlottery.com](http://sceducationlottery.com) for complete results.

**Cash Bonanza Bonus Dates to Know:**  
**LAST DAY TO SELL: Wednesday, July 14**  
**SECOND-CHANCE ENTRY DEADLINE: Wednesday, August 18**  
**SECOND-CHANCE DRAW DATE: Wednesday, August 25**

Thank you for supporting the **Cash Bonanza Bonus** instant ticket and second-chance promotion.



Pictured is Owner "Chief" Kelkar.

THE LOTTERY "CHIEF"

By Susanna Beatty, Midlands MSR

The most talked about lottery retailer in **Bishopville** is **Chief Liquor!** Arun Kelkar's store is the top selling store in Bishopville. His customers know him as "Chief," and he greets all of them with a smile. He is eager to tell customers about new tickets and to explain how new games are played.

**Chief Liquor's** staff does not mind manually entering numbers for players. Kelkar admits his customers like to know that they can just walk up to the counter and call out their numbers.

Kelkar, "Chief," went on to say customers like knowing that they can always come into his store to cash their winning tickets without any problems. Hats off to the Chief!

WINNERS' board

Instant Games!

\$1,000

\$20,000 Taxes Paid

Cassandra Thomas – Orangeburg

Purchased from Quick Pantry #37 – Orangeburg

\$600

Palmetto Cash 5

Lawrence Gilbert – Spartanburg

Purchased from The Spinx Co. Inc. #244 – Spartanburg

\$20,000

4 Way Cash

Wayne Bridges – Ashland, MA

Purchased from Kangaroo Express #3062 – Surfside Beach

\$600

Pick 4

Gwen Brown – Fort Mill

Purchased from Times Turn Around #10 – Fort Mill

\$1,000

Emerald Green 7's

Linda Haney – Pickens

Purchased from Blue Ridge Produce – Pickens

\$3,100

Pick 4

Jackie Brown – Denmark

Purchased from Morris Mini Mart #1 – Denmark

\$40,000

Powerball®

Elmore Ouellette – Georgetown

Purchased from Scotchman #17 – Georgetown

\$1,000

Cool Cash Times 5

Betty Massey – Anderson

Purchased from Corner Stop – Anderson

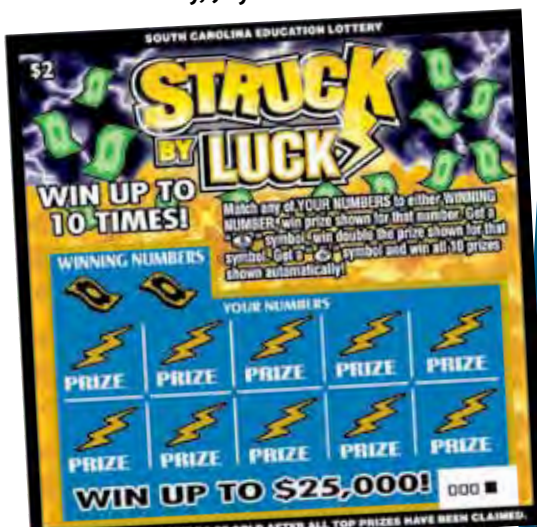
6

7



# UPCOMING games

The following games are scheduled to launch Tuesday, July 6.



Launch dates and tickets are subject to change as necessary.  
Artwork shown is not necessarily representative of final product and is subject to change.

# TICKET alerts\*

Fri., July 2: Last day to return Hand Me the Hundreds (#361), Winter Jackpot (#368) and Money Tripler (#375).

Tues., July 6: Last day to redeem Weekly Bonus (#245), 20 Grand (#346) and Lucky Loot (#355).

Wed., July 7: Last day to sell In The Money (#370).

Fri., July 9: Last day to return Just a Buck (#359), Merry Money (#366) and Holiday Riches (#369).

Tues., July 13: Last day to redeem Fabulous Fortune (#304) and Jingle Bucks (#367).

Wed., July 14: Last day to sell Pay Day (#340), Cash Bonanza Bonus (#351), Roll 'Em Up (#376) and Fortune Cookie® (#379).

Fri., July 16: Last day to return Block Bingo (#354).

Fri., July 23: Last day to return Diamond Dash (#374).

Tues, July 27: Last day to redeem Red Hot Riches (#364) and Ruby Red 7's (#372).

# ENDING games\*

Please start selling down the following:

SC-370 In The Money

Last day to sell:  
Wednesday, July 7, 2010

Last day to return:  
Friday, August 6, 2010

Last day to redeem:  
Tuesday, October 5, 2010

SC-340 Pay Day  
SC-351 Cash Bonanza Bonus  
SC-376 Roll 'Em Up  
SC-379 Fortune Cookie®

Last day to sell:  
Wednesday, July 14, 2010

Last day to return:  
Friday, August 13, 2010

Last day to redeem:  
Tuesday, October 12, 2010

\* WATCH FOR **UPDATES** TO ENDING DATES THAT ARE SENT VIA YOUR LOTTERY TERMINAL.

Ending game dates are current as of Thursday, May 27, 2010.